



QUESTION: What would you do with an extra \$2017 to start 2017? (see page 3)

Anthea & Douglas Present:

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From: Anthea Mumby, Monday 11:02am, Mumby Insurance

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6 Questions Can Help You Succeed in the New Year

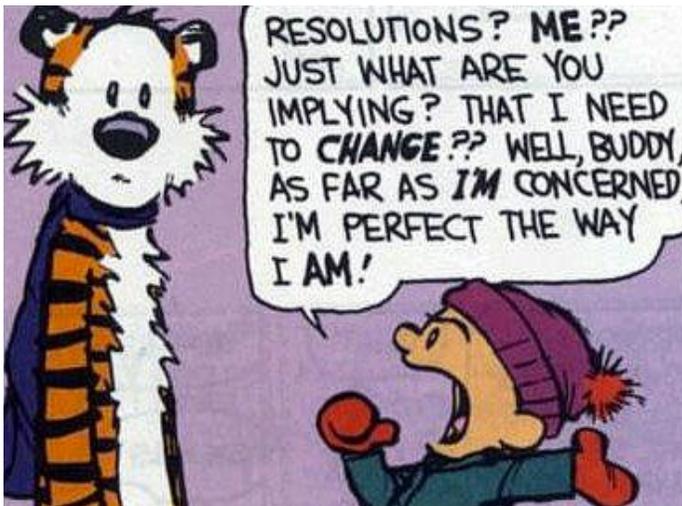
Whether or not you're into setting New Year's resolutions, the start of 2017 does represent an opportunity to take stock, review, tweak, change, enhance and re-commit when it comes to what you're going to put into your business during the coming year. What you put in is what you'll get out, but where to begin?

The following 6 questions will help you get the focus you need to make 2017 a huge success for your business:

#1. Am I In My Sweet Spot? If you are not doing work you love and want to do, it's very difficult to sustain your motivation and commitment. Take some time to honestly evaluate where you are right now. If you are NOT where you want to be and doing what you want to do, have the courage to accept that and do everything you can to change it. What's the first step you need to take in order to move yourself towards your sweet spot? (continued on p2)



Happy New Year from Douglas, Rhiannan, and Anthea. We wish you, your family, and your business an amazing start to 2017, and we look forward to doing business with you during the upcoming year!



Can We Feature Your Best Design Work in Our Next Newsletter?

(finish reading the article on p.2)

6 Questions to Succeed in the New Year (cont'd)

#2. How Well Is Everything Really Working? "Monitor change, smell the cheese often so you know when it's getting old." This is a line from Spencer Johnson's book, *Who Moved My Cheese?* and it serves as a good reminder: Frequently monitor how everything is really working. Better to catch trends early and change them, than let them get too far.

#3. Are My Relationships Mutually Beneficial? Authentic relationships based on mutuality, respect, and trust have the best chance of enduring. If these are not the cornerstones in your relationships, maybe it's time to let go of them or make them work better. 

#4. How Can I Improve My Time Management and Organization? Prioritizing, organizing, and time blocking is not everyone's favourite activity, but it is the only way to control what we do and how we do it. **Downsize, simplify, and streamline wherever you can.**

#5. How Can I Improve My Brand, Marketing, and Networking? Review your brand messaging. How do you market yourself? How are you blending your face-to-face and online networking activities? Are you getting out and meeting people in-person frequently?

In-person connectivity is still the most important activity we invest in. Quality relationships can only thrive by regular, purposeful connectivity, on all mediums. Also be sure to update all your social media platforms, especially LinkedIn.

#6. What Am I Really Proud of Right Now? Taking inventory is not always about what's wrong or needs improvement. It's also about the things we accomplished in spite of odds or challenges.

Be proud of the things you have accomplished, both personally and professionally, and use those to motivate you. Positive experiences can also be great starting points for networking conversations.

 Have a design project you're especially proud of? Send it to anthea@mumby.com and we'll include it in an upcoming newsletter!



Being proud of your best work is a good thing. It reminds you why you put in the effort you do, plus it can motivate you to find similar projects to enjoy working on in the future.

Build a Harmonious Workplace this Year

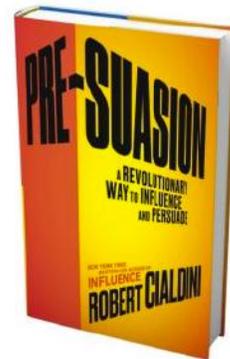
Having a completely harmonious workplace would be ideal, but the reality is you will have employees who you do not love working with, and you will have some who cannot get along with one another. This dynamic can have a detrimental impact on your business results. How can you handle it?

First, keep your opinions to yourself. It can feel good to let off steam to others, but word gets around and this can lead to distrust and dissent. Publicly highlight the positives of your staff instead of the negatives and make it clear that bad-mouthing others is not part of your company culture, nor will it be tolerated.

Next, while it can be easy to get angry when someone behaves in an unprofessional manner, try to avoid reacting in an emotional way. Instead calm down by breathing deeply in and out for around ten seconds before making an objective response. This example from you, the company leader, can help set the tone for how your employees are expected to behave.



Pre-Suasion: A Revolutionary Way to Influence and Persuade



No matter what business you're in, you have to be able to sell. And the root of expert selling is persuasion. Robert Cialdini explains that the secret doesn't lie in your message, but in the key moment before you deliver that message.

What separates effective communicators from successful persuaders? Cialdini shows how to capitalize on the essential window of time before you deliver an important message. This "privileged moment for change" prepares people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. This approach to setting up the message is an art I think few take time to consider.



Pre-Suasion draws on Cialdini's experience as the most cited social psychologist of our time. According to him, typical sales strategies of altering a listener's attitudes or beliefs aren't necessary. Instead, a communicator must redirect the audience's focus of attention just before a relevant action is requested of them. That's all. ←

The book uses illustrations from studies on advertising imagery to treating opiate addiction. The array of studies and stories makes it easy to identify specific techniques you can use in your own marketing campaigns and sales calls or presentations to dramatically increase your audience's rate of response.

Even within the first chapter, I had found a number of golden nuggets that I will employ as Mumby marketing strategies for 2017. Bottom line: If you want to boost your ability to persuade prospects to do business with you, read Pre-suasion. *

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Time to Update Your Management Style?

The leadership style of some senior managers remains rather outdated, sometimes preventing their company from being able to attract and retain new talent.

Many business management principles remain rooted in the days of factory management and are no longer appropriate for frontline workers who need the kind of knowledge that was previously reserved for managers only.



One way managers can modernize their style is to make salaries transparent. The “secrecy culture” may not be working as it once was. Being transparent can help managers earn trust and motivate employees by openly acknowledging rewards for hard workers and success.

Offering more frequent performance reviews is another good idea. This provides employees with meaningful feedback on a regular basis instead of saving it all for an annual or semi-annual review, which can be overwhelming.



What's Goal or Resolution Did You Set for 2017?

If you have any financial goals for your business, we can help. Call us at 1-800-446-5745

How to Personalize the Customer Experience

Whether you are selling B2C or B2B, remember that you are always selling to a human being. Buyers of today expect an experience that has been personalized for them. They want to feel that you care about their needs, not as though you are only interested in making another sale.

The desire for personalization has resulted in many B2B organizations using tactics more commonly seen in B2C selling. One powerful example is the gathering of connections through social media sites such as Facebook, LinkedIn, and even Twitter. This can be a great way to be introduced to a future business prospect. These platforms are where people (yes, human beings) spend time; therefore these tools are no longer just for B2C sales.

We've said it before and we'll say it again: People do business with people who they know, like, and trust. This includes getting to know a prospective client before making a sales pitch, during the sales process, and even after the sale has been completed.

Yes, personalization always takes more time than commoditization, but the lifetime value of a client who feels connected to you and your company on a more personal level will far outweigh that of a client where no such relationship exists.



Think about the long-term value of the relationship

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